

VIDEO

AUDIO

MUSIC (upbeat, positive)

Show opens with a sequence that illustrates happy, healthy communities and individuals: children sliding gleefully down a sliding board in a pretty park; mothers strolling their babies along an attractive street; kids running happily across the grass and playing Frisbee; people walking their dogs; neighbors greeting one another on the sidewalk; etc.

NARRATOR: It's about caring for our children ... and our communities.

It's about the people and places that are important to us.

It's about working together to insure that our public health system is the best it can be.

More pictures representing happy, healthy people and communities

P 2
06:02 - 06:11

GT(VO) - The public health system is everyone and everything in a community coming together to address the many health disparities and health problems in the community.

P 2
08:42 – 08:48

JM (VO) - ...The public health system of the 21st Century is the entire community. Public health impacts every person every day.

Disaster footage that shows people helping people – a Red Cross volunteer handing out cups of drinking water; fireman in uniform; people preparing or giving out food; etc.

P 3 *66:47:05 – 66:59:07*

EB (VO) - It's particularly true in preparedness. Our country is not going to be well prepared to withstand another terrorist attack or outbreak unless the public health system is strong.

Continue people helping people pix

CUT to
SB on-camera
SUPER
Stephanie Bailey
Centers for Disease Control and Prevention
p 17 51:49 – 52:00

SB - And the more we collaborate, the more that we align ourselves together for the ultimate outcome which is health, then the better we are for serving our communities

EXT CDC facility

Screen back CDC shot and SUPER over shot in sync with copy:
National Public Health Performance Standards Program

Centers for Disease Control

Other partner names

NARRATOR: One way we can improve the way public health systems operate in our communities is by participating in the National Public Health Performance Standards Program, a collaborative effort of the Centers for Disease Control and six national public health organizations. These national performance standards provide a blueprint for creating an integrated public health system.

PL on-camera
SUPER
Pat Libby
National Association of County and City Health Officials

P 13 36:30 – 36:53

PL - I think communities in particular may want to consider using the National Public Health Performance Standards as a key tool in beginning to look at the health issues that are affecting them but more importantly as a starting point to understanding what they collectively can do as a community to address those issues.

GT on-camera
SUPER
Gregory C. Townsend
Jefferson County (AL) Dept. of Health

P 3 06:20 – 06:38

GT - I think the National Public Health Performance Standards Program is a great vehicle for bringing organizations together that typically don't work well together. It gives us a foundation, a base, a model to move from and it gives us direction, a single focus, a single direction.

EB on-camera
SUPER
Ed Baker
NC Institute for Public Health

P 1 60:56:20 – 61:13:10

EB - Well, performance standards are very fundamental to the practice of public health today. As a colleague of mine once said, what gets measured gets done. And therefore it's essential that public health agencies measure their performance against these standards.

Continue Indiana meeting footage

NARRATOR – The National Public Health Performance Standards Program includes three tools to help state and local partners assess and improve their public health systems or boards of health. These are the State Public Health System Performance Assessment Instrument; the Local Public Health System Performance Assessment Instrument; and the Local Public Health Governance Performance Assessment Instrument.

SUPER in sync with copy
State Public Health System Performance
Assessment Instrument

Local Public Health System Performance
Assessment Instrument

Local Public Health Governance Performance
Assessment Instrument

CUT to Indiana meeting footage

These instruments are based on the framework of the ten Essential Public Health Services – the public health activities that should be provided in all communities.

LM on-camera
SUPER
Lynn Meadows
Fulton County Board of Health

P 5 12:00 – 12:15

LM -... it gives you a good opportunity to assess your strengths and weaknesses and to really have an opportunity to ask yourself the question, are you delivering the best public health services that you can.

EB on camera

P 2 64:08:21 – 64:20:28

EB - ...it's important to have these standards, these gold standards, because it sets an aspiration, it sets a goal, it sets a standard

against which people can aspire and try to continually improve their program.

JM on-camera
SUPER
Judy Monroe
Indiana State Health Commissioner

P 2 09:13 – 09:27

JM - Standards are so essential. How do we make improvements in public health, how do we go to congress or to our legislators if we don't have benchmarks as standards and measures to know what we're explaining to them and why we're asking for the resources.

GT on camera

P 1 01:44 – 01:54

GT - ...in order for us to provide effective services, it's going to take all of us pooling our resources together to attack the many health issues in our community.

LL on-camera
SUPER
Laura Landrum
??????

P 13 01:33:26 – 01:33:43

LL - ...and if we understand health as being produced by genetics and behaviors and access to care and the environment and living conditions, then all of those partners in a system need to be working together to improve health outcomes.

GB on-camera
SUPER
Dr. Georges Benjamin
American Public Health Association

P 7 15:40 – 15:57

GB - ... and so a public health system is essential to build because when you have a place over here that's doing one thing and something over here doing something else, you want them to integrate themselves in an effective and well-oiled function.

LB on-camera
SUPER
Les Byche
FSU College of Medicine

P 20 59:17 – 59:27

LB - And I think the performance standards are a great way to demonstrate that improving your quality is important to your organization and to your partners

EXT CDC – workers in front of building
INT CDC – people gathered around
documents, talking and working
Public health workers – pediatrician examining
a child; school nurse talking to a student; etc.
End with shots of people helping people.

NARRATOR: Building a public health system
...it's a big job, and an important job. As the
nation's leading program to strengthen public
health systems, the National Public Health
Performance Standards provide the foundation
and the framework.

By working together, in our communities and
for our communities, we can transform the way
in which the public health system operates.

SUPER web address and any other pertinent
info (phone #, etc.)

To find out how you can be part of the National
Public Health Performance Standards
Program, visit this web site
(www.cdc.gov/nphpsp).